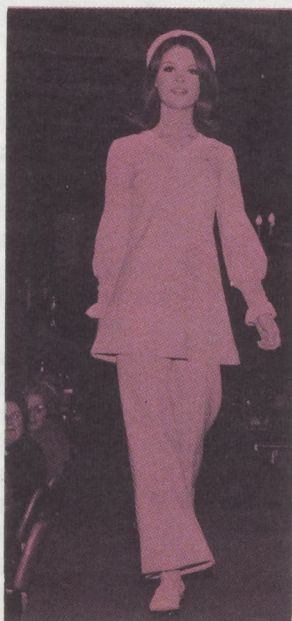
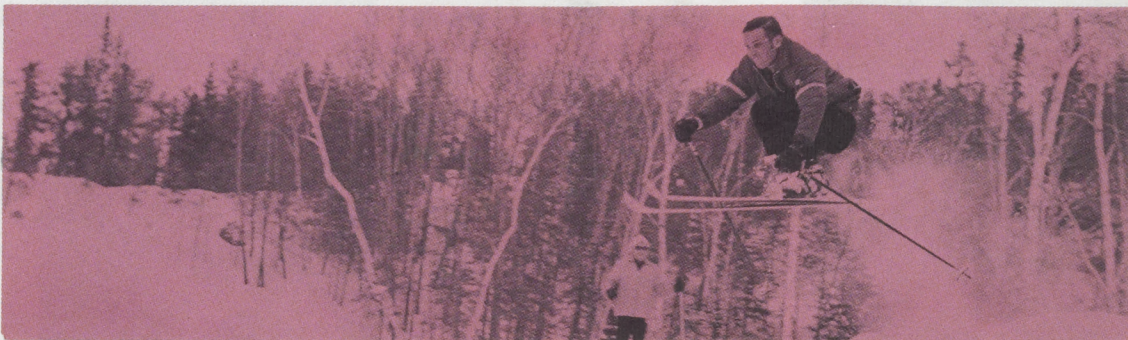


SPRING / 1969  
**CONTACTS**





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# INTERVIEWS

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An informal visit with two Eaton executives who have recently been appointed to new positions in the Western operations. Their views on Our Objectives -- Our Accomplishments -- The Future of the Business.

Armed with a list of questions, CONTACTS recently visited R. W. Peck, General Manager, Winnipeg Area, and N. R. Franklin, General Manager, Western Stores. The resulting conversation presents an unusual opportunity to "talk" with these two men about Eaton's.



R. W. PECK

Ralph W. Peck, moved west from Toronto, where he was Divisional Sales Manager, to his new appointment as General Manager, Winnipeg Area.

Mr. Peck is a graduate from the university of Guelph and during the Second World War served in the RCAF as a pilot.

A relative newcomer to the company, Mr. Peck joined the company as Divisional Advertising Manager, Toronto, in 1965. Prior to coming to Eaton's, he spent several years with the Rexall Drug Company, as President and Chief Executive Officer. He was also employed by Consolidated Bakeries Ltd., Toronto, and its operating subsidiary, Wonder Bakeries Ltd., where he held the position of Executive Vice-President.

During his term as Divisional Advertising Manager, Mr. Peck worked as part of a team to develop a new advertising image for the company from coast-to-coast.

The interview with Mr. Peck starts on the following page.



N. R. FRANKLIN

"Eaton's is first and foremost a people business. Every aspect of the job involves people, either our own staff or the customers whose needs we're here to meet," said Norm Franklin, General Manager, Western Stores, at the start of an interview with CONTACTS.

Mr. Franklin was born in Winnipeg and launched his merchandising career as a student working in the downtown store's basement. After graduating from university, he joined the Company as a salesman. Soon he advanced to assistant manager and department manager. He was promoted to Store Manager in 1965. "I particularly enjoyed that assignment because it gave me an opportunity to meet a lot of people and acquainted me with other facets of store operation besides merchandising."

One year later, he became Divisional Personnel Manager and in 1967 was appointed Divisional Merchandise and Sales Manager.

The interview with Mr. Franklin begins on page 4.

*Mr. Peck, beginning with a backward glance, what do you view as the most significant achievements made by Eaton's in the last few years?*

"One impressive achievement has been the number of new stores we've been opening up in major urban areas across Canada. In 1960, the company opened North America's first downtown store within an enclosed mall in London. With the growing emphasis on suburban shopping, Eaton's has opened a number of beautiful and successful suburban stores — Yorkdale, Pointe Claire, Polo Park, Ville D'Anjou. The newest, an ultra-modern store in downtown Moncton, opened in January 1969.

Another striking achievement, which has paralleled our expansion in the suburbs, has been the improving and strengthening of our advertising and promotional techniques in both Catalogue and Store operations."

*Could you give us a few highlights of this program?*

"Yes. With store advertising we started by redesigning and modernizing the Eaton logotype and by using improved design and layout techniques to develop a greater impact for Eaton advertisements. We did this by featuring one or two major related merchandise items on a page and with greater use of white space. An exclusive type face called Clarendon was introduced to give additional distinctiveness to our pages. We have increased our ability to use typography to greater advantage — and have given our advertisements a distinctive Eaton look. Every page — through an effective blending of art, photographs and copy, must be designed to build Eaton's image as a big, exciting place to shop."



*Turning now to the immediate future, how would you state the two or three major objectives facing Eaton's management for the coming year?*

"The first objective, the overriding one, is seeing to it that we can continue to earn, and improve our ability to earn, the support of more and more satisfied customers.

1969 is a very exciting year for us and we must use the impact and interest of Centennial Year to reaffirm our position with Canadian shoppers. Ours is a business that depends on people and we must never forget that. Good service is our lifeblood; it's paramount to everything we do.

We'll continue to ask the best from our people in all phases of our business and everyone will have to work to improve efficiency and profitability.

During Centennial Year we should make it our aim to improve levels of customer service in all aspects of our business."

*This leads into the specifics of our sales plans for Centennial Year, Mr. Peck. Could you give us a few highlights?*

"Ours is a business that depends on people and we must never forget that. Good service is our life-blood: it's paramount to everything we do."



"There are many promotional programs underway or being planned during Centennial Year. For example, there's an exciting program of Century Specials offered periodically throughout the year. They've been selected with the view of bringing to the attention of Canadian shoppers the great values offered at all Eaton Stores. Other aspects of our Centennial Year's sales program will be associated with our major annual sales. In October, a World Import Fair will be staged in stores across Canada. On display will be exciting merchandise from many countries of the world. A special celebration is also being developed for the company's founding day on December 8th"

## MR. PECK'S INTERVIEW continued

*Mr. Peck, you've consistently underlined the importance of the customer to us. What would you like to see introduced to make us more customer-minded?*

"I would say that the first step would be to establish standards in all aspects of customer service. We should set objective standards of service performance and work to meet them. The service we give our customers should reflect the kind of service we would like to receive ourselves."

*I wonder if you would like to elaborate on how you feel the indi-*

*vidual staff member, wherever his job may be, can best contribute to the continued success of the business?*

"First of all, by doing his or her job — in the best possible way. We're a service business — a customer-oriented, sales-oriented organization. It's important to always think in terms of sales and service.

Competition in retailing in every market in Canada is increasing and getting better. Only a continued effort on the part of everyone can prevent erosion of our market share."

*What do you feel will be the most*

*significant changes our business will undergo in the next decade?*

"I think it's a foregone conclusion that technological progress will continue to accelerate. Computers will continue to play an increasing role in the future. So will television and xerography. As a result of these technical developments, there will likely be more shopping done in the home and we'll need to be better equipped to provide service. In the future we'll see improved layouts and presentation of merchandise — better packaging — more exciting downtown and suburban stores. And, most important of all, we will need capable and efficient people to serve the more sophisticated, more cosmopolitan customer of tomorrow."

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## N.R. FRANKLIN TALKS ABOUT EATON'S

CONTACTS asked Mr. Franklin a series of questions related to Eaton's objectives and future plans. Here are his comments.

*What's the prime concern of a merchandiser?*

"First of all, you must learn to know what the customer wants. A merchandiser, if he's to succeed, must have an accurate method of recording the customer's reaction to merchandise. However, the most sophisticated record keeping methods won't be accurate unless the people on the selling floor are involved in the information gathering. After all the people in the front line have

first hand knowledge of what customers want."

*What are the Company's future plans in this area?*

"A system known as the Company Assortment Program is being developed by merchandising and selling people. It's designed to determine the best merchandise selections for Eaton's stores. This model stock program will be a tremendous boost to sales areas as they'll know they're backed by the best selection of merchandise available."

*In what direction will Eaton's move in merchandising over the next few years?*

We'll step up our program of centralizing the Company's buying operations. Modern communications facilities, increased mobility, and the similarity of markets across Canada makes it impractical to maintain five separate buying organizations. At the same time we can take advantage of the tremendous buying power we enjoy as the country's largest retailer."

*Why do you think so many people find Eaton's a great place to shop?*



"Probably the most important contribution is courtesy when serving customers. The way to win them and enhance our image is to be polite, efficient, and competent in every transaction we have with the public."

"We've been established for a long time and our name has a very high reputation for integrity. Customers know that they're guaranteed satisfaction from our merchandise. People who work in our store are vitally important too. Surveys continually indicate that it's often the personnel of the store that makes the difference. Courtesy . . . a pleasant smile . . . taking a personal interest . . . all add up to making sure people shop at Eaton's."

*Where can we expect the most significant improvement in our merchandising techniques?*

"Our primary target is improving information on merchandise case histories. However, I'm confident that with the introduction of the Company Assortment Program, we'll have a continuous finger on the pulse of customer needs and reactions. A model stock system will eliminate the hit and miss methods of traditional retailing. This program to be communicated to all management and staff levels, spells out exactly the direction we want to go and the steps we'll take to get there."

*How can we at Eaton's achieve sales success?*

"Probably their most important contribution is courtesy when serving customers. The way to win them and enhance our image is to be polite, efficient, and competent in every transaction we have with the public. Secondly, I would urge sales staff to know the product."

*How will the catalogue affect plans for the retail stores?*

"The catalogue is an important marketing tool and is becoming increasingly important in the urban areas. Some of today's shopping habits are geared to the catalogue. Take shopping by phone for example. This method has grown immensely popular over the last few years and as a result we now have the largest telephone order board in Western Canada. Ordering by phone from the catalogue has had a lot to do with this increase. We're fortunate to have people with a tremendous amount of catalogue experience and know-how who'll help the business

continue to grow. The convenience of the catalogue with the same merchandising standards, provides the ideal complement to an exciting retail operation for those customers, still in the majority, who prefer to shop in person."

*What are your views on the upcoming generation of merchandisers?*

"We must do everything we can to attract young, interested, and intelligent people who can make responsible decisions. We're expanding, building new stores, and we'll need experienced, Eaton-oriented people to run them and in my way of thinking — Eaton-oriented is customer-oriented."

"We must do everything we can to attract young, interested, and intelligent people who can make responsible decisions."





You can't travel around town without seeing an...



Driver Ken Young manoeuvres his truck down a slippery Winnipeg street.

## EATON TRUCK

It was a cold, frosty morning when I departed on my winter expedition. My purpose was to photograph and interview an Eaton driver, while travelling with him on his route.

Bright and early I left the Winnipeg Service Building's garage and headed out to the north end of the city where I met my companion for the next eight hours, parcel delivery driver Ken Young. Inside the truck, I noticed Eaton parcels spread out in an orderly fashion, piled almost to the ceiling.

Ken, a smart-looking, personable driver, deftly manoeuvred his vehicle on the busy streets; frequently stopping to make deliveries. The air felt sharp and dry. The sun glared ahead on a featherbed of fresh snow.

"People in this area keep their sidewalks well shovelled which makes the job a lot easier," said the Eaton driver.

After whittling his pile of parcels by a sizeable chunk, we passed a Main street restaurant and had a quick cup of coffee. Ken told me he and his wife Audrey and their four children lived in the district. On his route, the Eaton driver said that he'd got to know many of his customers on a first name basis.

In many cases, the company's drivers are the only contact some people have with Eaton's. We left Main Street and proceeded on Mountain Avenue and came across picturesque scenes of onion domed churches and streets lined with hoar frost-covered trees.

After lunch, Ken delivered parcels in a recently developed area dotted with modern bungalows and apartment blocks. Graders piled snow banks on either side of the slippery streets.





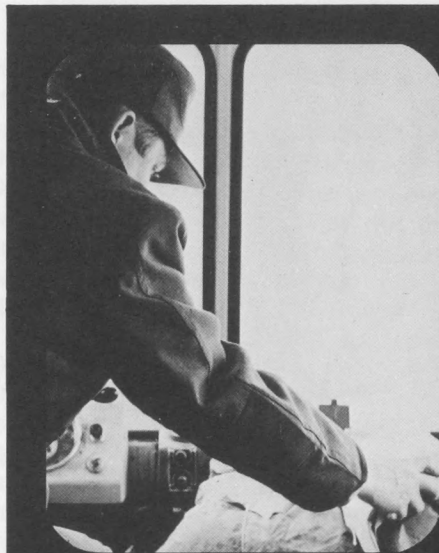
"It's a tough job in winter," Ken remarked, "but it takes an awful lot of snow to stop our trucks." In recent times, only the ferocious March '66 blizzard and the 1950 flood prevented Eaton vehicles from making their rounds. During the flood, our trucks were used to transport people and household belongings out of the stricken areas.

At 4:30 p.m. we headed back to the Service Building. Other Eaton vehicles, from all over the city, were converging on the building; back from a day's work around town. Wherever you travel on Winnipeg streets during business hours you'll see trucks from the company's fleet and Eaton's drivers on the job . . . reminders of a friendly business.

## KEN YOUNG IS EATON'S DRIVER OF THE MONTH



*Ken Young's wife Audrey shows off one of the family's three pooches, a cross-bred Chihuahua named Coco.*



*Four youngsters make mealtimes a hub of activity for Ken and Audrey. From left to right are Doug, Mrs. Young, Mr. Young, Richard, Kathy and Ivy.*



# Ski Patrol

Over the past 29 years, skiers have come to rely on the Canadian Ski Patrol System whenever they need help.



Slowly the novice skier eased his way down a gently slope and to the right of him a ski nut put on a razzle-dazzle performance with the grace and assurance of Jean-Claude Killy. However, no matter what the skier's proficiency, there's always a slim chance that he may wipe out. In non-skiing terms — lose his balance and take a tumble.

What happens if he's injured? On guard in major resorts across Canada is an organization known as the ski patrol. Their job is to patrol the ski runs and give first aid to accident victims and removing them to safety. Over 2,000 of these well-trained men and





women safeguard skiers across the country.

At Falcon Lake, Tom Townsend, Polo Park Sporting Goods, is assistant patrol leader at this recently opened ski resort in Manitoba's Whiteshell Provincial Park.

Ski patrolling is entirely voluntary. Patrollers donate their time without pay and buy their own equipment and uniform. New members are recruited from the ranks of good skiers. Their training includes first aid, the techniques of handling a rescue toboggan, and how to deal with people.

When on duty, patroller Tom Townsend arrives at the ski resort early in the morning to open the

ski patrol hut and check equipment and supplies. Once the skiers arrive he assigns members of his team to each of Falcon Lake's four tows and where they keep watch of the slopes for any signs of trouble.

What happens when an accident occurs? Patrollers streak to the stricken skier and after diagnosing the injury, they apply first aid to the wound. The accident victim is then eased onto a sleigh and taken to the ski patrol hut for further treatment.

During the day, Tom keeps his patrol members alert with training exercises. Patrol members practice steering sleighs for transporting injured skiers speedily up and down

the slopes.

To keep his team on their toes, the assistant patrol leader also staged a mock mishap with himself as the victim. Following the rescue operation, Tom held a bull session to determine ways to improve their rescue procedure.

How to avoid accidents? Tom's advice is keep in good physical shape, never ski too close to anyone and make sure you're reasonably proficient at the sport before tackling any of the steeper slopes.

"It's a challenging job," said Tom Townsend, "and we get a lot of satisfaction out of being a vitally necessary service to ski resorts."



Patrollers Tom Townsend and Ken de Graff bandage a boy's leg.



A snowmobile assists patrollers move first aid equipment to where it's needed.



Tom Townsend keeps his team on their toes by staging a fake accident with himself as the victim.



# The Canadian Best Seller

Pick up the latest Eaton's catalogue and you'll hold in your hands a bright, bulky example of how the company has expanded in all directions to become a household word to Canadian families from coast-to-coast.

The first catalogue was a little 32-page pink paper booklet of store values printed for distribution to out-of-town visitors to Toronto's 1884 Industrial Exhibition, forerunner of the Canadian National Exhibition.

By comparison, the 1969 Spring and Summer book is a masterpiece of layout and design. With approximately 656 pages, many of them in full colour, today's catalogue is as fat as a telephone directory, fancy as a fashion magazine, and lists over 15,000 items. This centennial edition is closely followed by a string of glossy mid-season publications and a large Fall-Winter book.

For every region of the country, the arrival of the catalogue is a major event. It's always been that way . . . right from the beginning.

Let's take a peak at the past of this amazing best seller. Timothy Eaton's venture at the Industrial Exhibition was three years ahead of the first catalogues produced in the United States. The idea appealed to people. Its basic success, however, was customer confidence. As the 1885 catalogue stated: "We guarantee to give you honest value for every cent you leave with us, or give it back again."

Mr. Eaton's original catalogue staff — a woman to select the merchandise and a boy to wrap and deliver

parcels — couldn't cope with the increased business. As a result, the company founder expanded the operation and catalogues increased their size and scope.

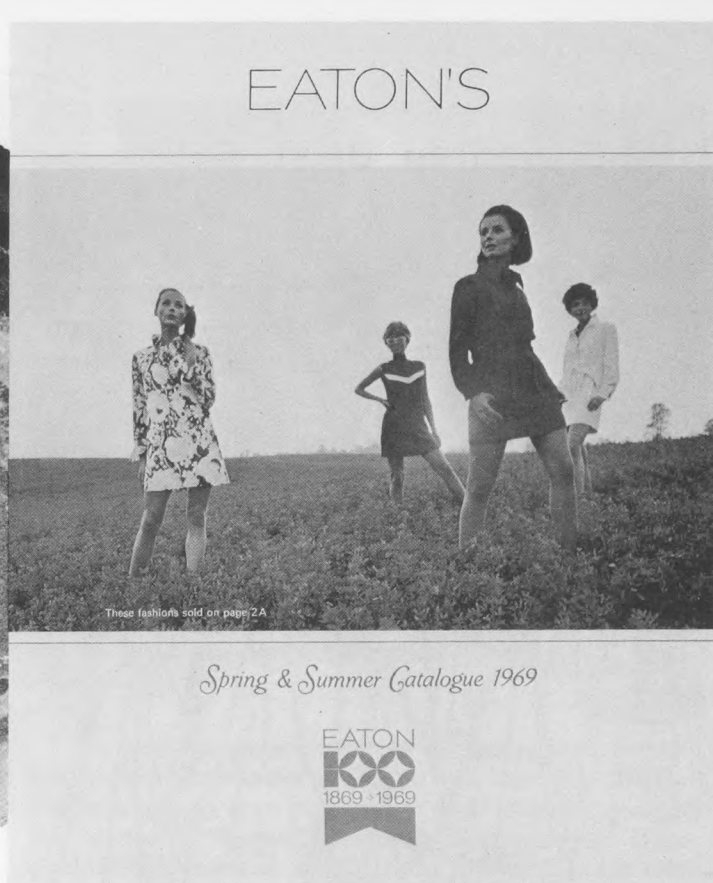
In the early edition, there were few illustrations. Corsets were the first drawings to appear in the 1880's. The upshoot of the cost of living index is dramatically illustrated in early books. A man's wool suit cost \$8 in 1895. You could order a fine sofa for \$4.25, and furniture for two rooms for around thirty dollars.

Eaton's first started printing their catalogues in 1901 when the Methodist Book Room printers refused to handle the company's books. Undaunted, Mr. Eaton said he'd print them himself. He called in the manager of the men's furnishings, told him to get a press and typesetter. When hired electrotypesetters wouldn't do the work, a dozen men's wear salesmen were trained and a complete type setting plant installed. The catalogue came out on time.

In 1905, the greatest event since the company's founding took place — another store opened, Eaton's in Winnipeg. In the fall of that year the first Winnipeg catalogue was issued, printed in Toronto, but distributed in the west.

Nothing gives a better picture of how past ages lived than their utensils, ornaments and clothing. The first Winnipeg catalogue is a dazzling trove for students of Canadiana.





# That Keeps on Growing

Almost 65 years ago, Queen Victoria had been dead for four years and according to Eaton's catalogue a very satisfactory bustle could be bought for as little as 25 cents. A fifty pound chest of tea cost only \$23 and a rubber tired show and race wagon plus light double carriage harness could be bought for just under two hundred dollars.

Swarms of immigrants who came to settle the west found the catalogue an unexpected boon to their learning of the language. Here at first hand was the perfect text — oceans of words and pictures to match. Newcomers still sometimes use phrases from the catalogue's copywriters when in a verbal pinch. Several years ago, a priest in Northern Manitoba wrote to President John David Eaton asking for 12 copies to use in his parish school.

In lonely homesteads, the catalogue's arrival from Winnipeg was a big happening. A whisper would go out along the party lines. Mothers who normally waited for the children to pick up the mail from the post office on their way back from school, would fetch the book themselves.

Discarded catalogues, usually tattered and dog-eared, were fair game for children to draw crayon mustaches on the corsetted ladies and cut outs for paste-up books. Hockey player Gordie Howe remembers using the book for shin pads. Catalogues have also been used for book-ends, door stops, dying eggs and a children's game called

"Eatonia." Youngsters flipped pages and points were scored for the first person to slap his hand on Eaton's trademark.

Several years ago, near The Pas, Manitoba, a catalogue may have saved an old Indian's life. The man had a raging fever, no hot water bottle, and very little heat. He warmed a catalogue in his stove and used it as a heating pad.

There was one thing about the catalogue — everyone knew how much others spent on their clothes. After a gathering, most women couldn't wait to get home and compare notes: "Two ninety-seven . . . blue straw with tulle veil and peek-a-boo violets. That's what Tilley was wearing."

In the early days of Saskatchewan, opposition to the catalogue came from an unexpected quarter. An English clergyman named Barr founded a colony in a hamlet, that's now Saskatoon. With a package of catalogues, a couple of staff members went to Regina and completed the trip to the Barr colony on a hand-pumped jigger. Barr refused to let them distribute the books. Early the following morning, the two men slipped catalogues into each tent and sped away in the darkness on their jigger.

During the first World War, the catalogue grew in size to look like its modern counterpart. A sign of the changing times was a section devoted to auto accessories. Swimsuits in a 1915 book were to say the least — modestly cut. When ladies ventured into the water they

## The Canadian Best Seller . . .



Glamorous ankle-length gowns from the 1906 Spring and Summer catalogue cost as much as \$31.50 for a walking suit, front row left. Others could be ordered for as little as \$9.50.

### RAWHIDE HALTERS

37C57. The Rawhide Halter is probably the strongest halter made. It will give everlasting wear and on account of its increasing popularity we are again including it in our January Sale and making it a very special price. This Halter is made doubled and stitched and has trimmings heavier than usual.



Sale Price **1.45**

CUT SHOWS ONLY HALF OF SPREAD

WORTH  
MUCH  
MORE  
=  
GREAT  
VALUE



### CELLULOID SPREADERS

37C58. A heavily rimmed Spread, in all white color, with brass buckle, each Spread contains one large ring, 3 smaller size and 6 smaller size again with loops. This is one of the best offers in spreads we have ever made. Length about 17 inches. Sale Price **1.75**

37C59. A useful and well made Spread, containing 3 rings and measuring 13 inches. In all white color and made with snap. Specially priced for this Sale. Sale Price **1.98**

### HEAVY FARM WORK HARNESS

To avoid disappointment we advise you ordering early.



SALE PRICE **28.65**

Brass Ball Hames and Brass Trimmed Back Bands. The popular and serviceable Ring Trace. Less Collars. . . . **28.65**

We have sacrificed neither appearance nor quality in producing this set.

Traces 1½ inches, 3-ply triple stitched with heavy ring in centre and heavy heel chain. Martingales and Breast Straps are also 1½-inch, complete with snaps and slides. Belly Band 1½-inch folded. Back Bands are made with extra heavy leather and are felt lined, trimmings of brass spots and heavy brass books and terrets. Hames steel forged with ball hame.

Lines 1-inch, 21 feet long. Back Straps ¾-inch, with buckle crupper and trace carrier. Bridle ¾-inch cheek, brass spotted front round cheeks. **28.65**  
37C58. Sale Price

were frequently more heavily clad than when dressed for the street. Topped by a floppy hat, the typical swimming outfit included a voluminous jersey with white collar, long flowing skirt, and striped stockings.

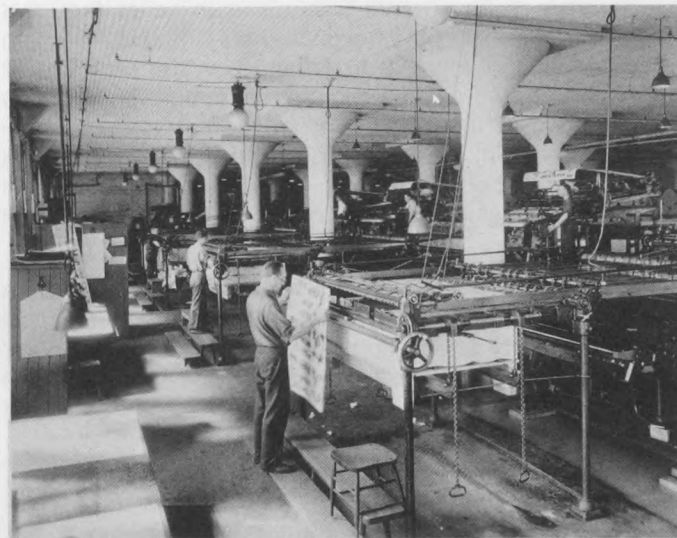
In the 1920's, a staggering change occurred in catalogue illustrations. Women's forms altered drastically. Instead of the hour-glass curves of earlier decades, waists slipped to where hips once had been and hips disappeared altogether. Settlement in the west was encouraged in early post-war editions which offer of free booklets on farm buildings and equipment.

The catalogue secured a niche for itself in Canadian social history. A Scottish evangelist once remarked that children in his homeland were reared on porridge and the shorter catechism, while in Canada they grew up on corn flakes and Eaton's catalogue. Two years ago, when the Fingal Baptist Missionary Society in Tabotville, Ontario, asked members to bring in a book with a spiritual meaning to them, one woman brought a 1902 company catalogue.

Copies may be found in museums in Carman, Manitoba, and Czar, Alberta. It's been microfilmed for libraries, reproduced in history books.

A tradition among staff is that they never question orders. A customer living within a few miles of the Arctic circle was mailed a tube of sun-tan lotion and a pair of canvass shoes. Another unusual order, tinged with mystery, was from a Prince Edward Island light house keeper who ordered an evening dress and several pairs of long, black socks.

Some merchandise orders, however, have stumped catalogue people. From Hamilton came this request: "I am told the T. Eaton Company can furnish anything asked for. Now I lost my wife over a year ago and I am very lonely living alone. Can you send me a woman not too old. I own my own house here. I have \$67 a month income."



When Eaton's in Winnipeg printed the catalogue, the presses were located in the old Alexander Street warehouse. The last catalogue printed here was in 1955.



Of course, catalogue staff can't supply everything, but they go out of their way to try. An Eskimo on Herschel Island in the Arctic wrote for an afternoon dress he saw modelled in the catalogue, after it arrived he grumbled: "Where's the woman?"

One of the difficulties facing early catalogue advertising departments was a lack of models. At one time or another, school girls, housewives, sales staff and even people in the street have been pressed into service. Anyone who looks closely at books printed in the thirties will find members of the Winnipeg Blue Bombers football team — drafted to model men's wear.

One advertising man, assigned to the job of getting models in a hurry, decided to pick likely prospects from the Toronto store's sales staff. As he was studying the girls from every angle, a heavy hand fell on his shoulder and he felt himself being propelled towards the door. "We don't allow that kind of thing here," said a gruff store detective.

The Second World War years weren't particularly prosperous times for Eaton's catalogue people. With many lines of good non-existent and others in short stock, it wasn't uncommon to have to return a customer's money.

An unexpected boom in orders came from Greenland. Cut off from its mother country — Nazi-occupied Denmark — the Greenlanders asked Canada for supplies. Eaton catalogues were flown in by bombers and orders for merchandise returned to Canada through diplomatic channels. Canadian ships transported the parcels to their destination.

In the forties, farm materials in the catalogues began to lose prominence, but there were still a few pages on beekeeping supplies.

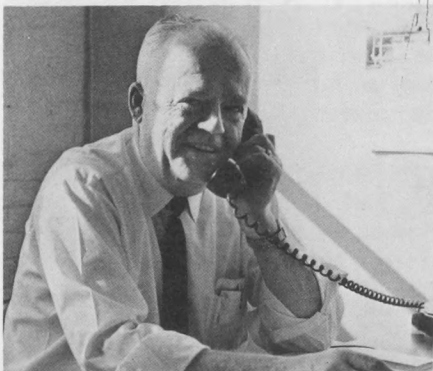


*Behind the desk in Eaton's attractive catalogue sales office in the Polo Park store are Stella Hull, left, and Geraldine Walker. This office, in the store's lower level is one of 135 CSO's in the company's western area.*

The post-war phenomenon of suburban living brought a new dimension to the catalogue business. Suburbanites began shopping from the book in much the same way as the farmer or isolated fisherman. Sophisticated styles, prominently featured in the new catalogues, attracted fashion-conscious, youthful shoppers. Young families converted the catalogue into a telephone order book.

Though many generations apart, the latest sleek 656-page catalogue and the 32-page booklet of 1884 have certain things in common — the original principles of Timothy Eaton: "a square deal for everyone, those we sell to, those we buy from, and those who work for us," — That's the reason for the success of Eaton's best seller.

## Early Days Recalled . . .



*Charlie Peters, Supervisor, Printing Plant, 41 years of service.*

*"In the early days when the books were printed in Winnipeg, photos and sketches were jammed into pages with reams of copy. I'm impressed with streamlined layouts of today's catalogues."*



*Cy Scarr, Circulation Supervisor, 41 years of service.*

*"When I started with Eaton's, catalogues used to be distributed exclusively to rural areas where we were most successful. With the fantastic urban growth we've moved into the cities with equal success."*



*Howard Fotheringham, Senior Control Analyst, 31 years of service.*

*"Merchandise in the catalogue may have changed since the book's beginning. But the basic principles have remained firm."*

# The Ingram Style

It's the bonspiel season round about now. And one of the busiest competitors in Eaton's Winnipeg area is Joan Ingram, Catalogue Accounting. Joan — one of Manitoba's top women curlers — plays third on the team representing the province in the Dominion championships at Fort William, Feb. 24-28.

Watching Miss Ingram in action is a lesson in agility and control. Her delivery is smooth and her aim deadly accurate. However, top-notch curling isn't a skill you can pick up overnight; it's taken Joan years of practice and gruelling concentration.

Joan's parents first interested her in curling when she was at high school in Oakville, a town some 40 miles west of the Keystone city. Joan said she started throwing rocks well before reaching her teens. "I used to put both feet in the hack and slide on my stomach" she said.

Joan got her first real taste of competitive curling when she represented her high school in the Portage la Prairie 'spiel.

After joining Eaton's in Winnipeg, Joan played for a number of years in the company's league before she became a member of the Fort Garry curling club. A big chance came in 1967 when her team won the Manitoba championships and the foursome went to Montreal to play in the Dominion playoffs.

"No one expected us to win against an unbeaten Saskatchewan rink, but we managed to edge them out after a close extra end," she said. Manitoba scraped through to beat British Columbia and win the championship.

The following year the team ran into a slump. "Nothing seemed to work out and besides, everyone was out to get us," she said. It was rather like being top gun in the west, Joan added ruefully.

The doldrums didn't last long for Joan and her teammates, skip Pat Brunsdon, Dot Rose and Laurie Bradawaski. This year the team captured the Manitoba crown in Brandon. A local prize, not won yet by the group is the Lady Eaton event.

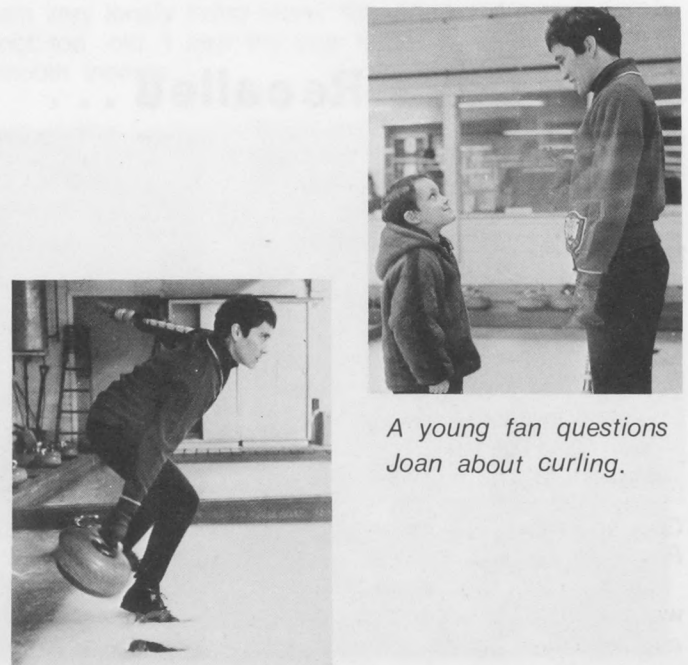
The key to success in curling according to Miss Ingram is teamwork. "You have to pull together and have a tremendous desire to win," she said.

There's also a mental side to curling. It's a battle of wits as well as skills. "You have to watch your opponents carefully and play on their weak points," she said.

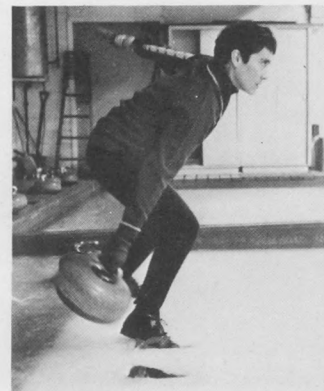


Another side of curling Joan enjoys is the social aspect. "It gives me a good chance to meet other people and to travel," she said.

How does a budding curler become a champion? Joan's advice is learn the fundamentals of delivering the rock and then practice for all you're worth.



*A young fan questions Joan about curling.*



*Joan delivers a rock with precision and timing.*



# MELVILLE

## Where you'll find Eaton's youngest home furnishings store manager Ken Sawchyn.

In the heart of Saskatchewan's rich potash country is Melville, a community which became a city in 1960 and was named after a victim of the ill-fated Titanic, Sir Charles Melville Hayes, president of the Grand Trunk Pacific Railway.

It's an area steeped in history which forms an integral part of the building of the west. Melville first gained prominence when it was chosen as a major service centre for the old Grand Trunk Pacific Railway. The surrounding lands were settled by many newcomers from Europe and the United States whose cultures have enriched the community.

Eaton's first moved into the area with an order office in 1941 and 12 years later, to cope with the growing community's needs, the company opened a heavy goods store on Melville's 3rd Avenue.

Manager of the Melville store is 31-year-old Ken Sawchyn Eaton's youngest home furnishings store manager in the Western Area. Mr. Sawchyn was raised on a farm near Fenwood, Saskatchewan, and educated in Melville.

He started with the store as a receiver and shipper in 1958 and was promoted three years later to commission salesman. Ken was appointed to store manager in 1966.

As head of the company's Melville operation, he's involved in a variety of activities that deal with the day-to-day running of a store. Particular attention is paid to sales training, merchandise displays and meetings with his seven permanent and two occasional staff.

Ken takes a keen interest in community activities. In 1967, he

was elected Retail Chairman of the Chamber of Commerce. At present he's serving as a director of the Melville Curling Club, an organization which is currently planning to build a spanking new rink with up-to-date facilities.

Ken and his wife Frances have

two children, a daughter Colleen, age six and a three-year-old son, Darrell.

Today, Melville is a fast growing city. Eaton's is proud to be a part of this vigorous community, and represented here by our youngest home furnishings store manager.



*Elvira Lysechko, head of the catalogue desk, and the heavy goods Store Manager.*



*Ken Sawchyn and his young family.*



*Ken Sawchyn talks to a customer about purchasing a new Viking refrigerator.*

# PACIFIC CENTRE

Eaton's to be part  
of a magnificent  
new heart for a  
great world city.





**E**ARLY in our Centennial Year, the final design plans for the first phase of Vancouver's Pacific Centre, of which the company is an integral part, were unveiled at the Bayshore Inn to 1200 businessmen and community leaders, including Eaton's Chief Executive Officer David Kinnear. Unofficially known as the "superblock", the development will cost an estimated \$95 million to be spent over the next five years. The centre is destined to become a striking focal point for the city similar to Montreal's style-setting Place Ville Marie.

Eaton's new store will have five storeys above ground and one below, containing 465,000 square feet. It will be built of smooth, off-white concrete, projecting over sidewalk arcades and with a glass front curving outwards onto a plaza. Future plans call for three additional storeys and an ultimate area of 720,000 square feet.

Next door to Eaton's will be a 30-storey Toronto-Dominion Bank tower, described by its architects as a "vertical prism of bronze and glass" which will rise 400 feet from the sidewalk in a smooth line, rounded at the corners and uncluttered by projections. It will be Vancouver's first "mirror" building, by day reflecting the surrounding structures and, by night, lit up like a jewel in the city's retail-business-entertainment core.

The Pacific Centre project, to be built in two phases, is a joint venture of Cemp Investments, Eaton's and the Toronto-Dominion Bank. The first stage, including Eaton's and the bank building, is slated for completion by the summer of 1971, while phase two will take an additional three years.

Phase two will contain a shopping concourse encompassing 85 stores on two levels; a ground level promenade, and an underground mall connecting the two adjacent blocks to the Pacific Centre. Two office towers will be located on either side of the enclosed promenade, and a major hotel at its northern end.

Eaton's now operates 53 department stores — including three in Vancouver area shopping centres — three catalogue houses and some 340 catalogue sales offices in Canada. In the past eight years, the company has built and opened over 4 million square feet of new retail facilities in most of the main Canadian market areas. In addition, projects totalling another half million square feet are now under construction.

The magnificent new Vancouver store, to be started in 1969, is fitting landmark for our Centennial and its design will reflect the mood and character of the next hundred years.



## ROVING REPORTER



**AUTOGRAPHS BOOK:** Former Secretary of State Judy LaMarsh autographs her book "Memoirs of a Bird in a Gilded Cage" for customers in the Winnipeg downtown store's book department. At left is Linda Matheson, Wage Administration.



**WEDDING SHOW:** Over 1,100 people watched a dazzling wedding fashion show at the Marlborough Hotel in Winnipeg presented by Eaton's. Among those taking part in the event were Narda Price, left, John Stewart, Men's Suits, and Sylvia Schoch.



Susan Rumberg, Junior Fashion Co-ordinator, and Montreal-designer Hugh Garber were co-commentators at a spring preview of Mr. Garber's collection at Polo Park.



**INTER-COMPANY CHAMPS:** Eaton's downed the Bay 61-49 points during the first inter-company spiel held at the Highlander Curling rink in Winnipeg. The champs were presented with a special curling broom complete with signal lights and a horn, while the Bay received a plaque. From left to right are: Grant Hamilton, HBC; W. H. Evans, Personnel & Operating Manager; Ann Boyce, president of the Bay's curling club; Gary Filyk, Eaton's club president, and Doug Brault, Eaton's curling vice-president. Some 20 rinks took part in the event.





Eaton's home furnishings delivery trucks recently took on a new look with their smart, new Centennial insignia painted on their backs and sides, as well as the slogan: "A century of service to Canadian shoppers."



**GOLDEN CUP:** Avey Stewart, Staff Cafeteria, Winnipeg downtown store, makes award winning coffee according to the Coffee Brewing Centre who presented their handsome Gold Cup Award to the staff cafeteria.



**COTTON PROMOTION:** Cathy Muirhead, 1969 Maid of Cotton, visited Eaton's Winnipeg downtown store Feb. 11-12.



R. R. Cooper, Advertising and Display manager, Eaton's Highfield Square, Moncton, presented the Eaton trophy to his wife's team after they won the 1969 New Brunswick Ladies' Curling club championship 'spiel.



**SPRING PREVIEW:** Some 270 Eatonians had a preview of spring styles, colours, and trends during a special staff show in the Grill Room, Winnipeg downtown store, Feb. 26. Commentary was by Lillian Vadeboncoeur, Fashion Co-ordinator, and Jim Gillies, Manager, organs and pianos, supplied the music.



**UNITED WAY AWARD:** Bea Nash, president-elect of Eaton's Employees' Charitable Fund, holds the United Way's golden award presented to the company in Winnipeg. Last year Eaton's contributed nearly six per cent of the United Way's target.

## 27 RECEIVE MASTER SALESMAN CLUB AWARDS

The charter members of Eaton's Master Salesman Club were honoured at a banquet in the Grill Room, Winnipeg downtown store, and received gold name bands and gold lapel pins or brooches. The club is designed to give recognition to the store's leading sales people. The members of this elite sales force are: Lucile Johannesson, Hats; Dorothy Starr, Hats; Gladys Robinson, Lingerie; Lily Mandel, Lingerie; Margaret Raynor, Ladies' Shoes; Jean Dean, Childrens' Shoes; Betty Glespy, College & Career; Jean Lyons, College & Career; Ethel Heppenstall, Misses' Dresses; Olivia Bryant, Fashion Salon; Helen Symonds, Infants' Wear; Nellie Hodges, Infants' Wear; Olga Swystun, Infants' Wear; Violet Bradie, Infants' Wear; Christina Hudson, Jewellery; Herman Bergman, Jewellery; Gwen Willstrop, Yard Goods; Katherine Scott, Yard Goods; Elmer Workman, Mens' Suits & Coats; Alex Keenan, Stoves; Jim MacKenzie, Radios & T.V.'s; Larry Knox, Radios & T.V.'s; John Wilkinson, Radios & T.V.'s; Gordon Campbell, Radios & T.V.'s; Percy King, Pianos & Organs; John Stanley, Furniture; Hilda Horner, Pictures & Mirrors.



*Award winners are flanked by J. Evan Church, Merchandise Manager, Winnipeg Area, left, and R. W. Peck, General Manager, Winnipeg Area.*

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### Who Is The Pilot?

The co-pilot's nearest neighbour cannot live in Port Arthur or Winnipeg since he lives exactly halfway between these two cities. The co-pilot's nearest neighbour earns \$15,000, so cannot be Mr. Brown who earns \$10,000 a year. Thus it is Mr. Brown who lives in Port Arthur, and so the co-pilot's name is Brown.

Since Green beat the navigator at chess, Green cannot be the navigator and therefore must be the pilot. So the pilot's name is Green.



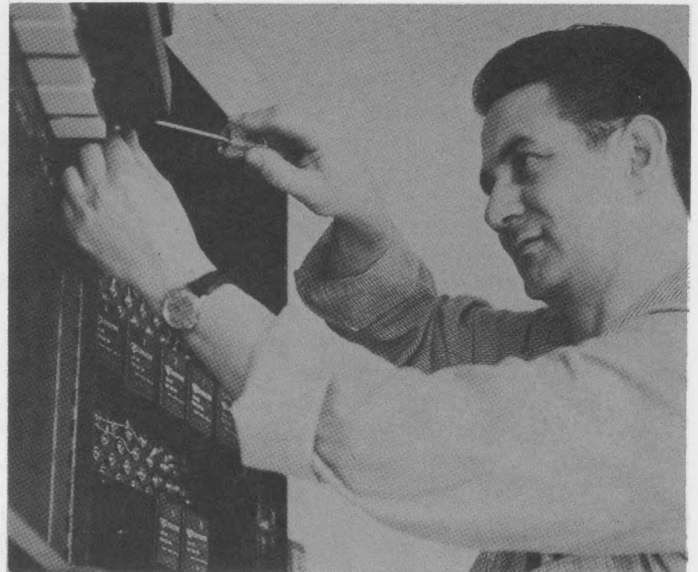


## PHONE SYSTEM PRAISED BY STAFF, CUSTOMERS

Early on Monday morning, February 24, an improvement to the Winnipeg area's operation — which had been going on unobtrusively for months — became a reality with the introduction of a new telephone system called Centrex. The streamlined system received a lot of plaudits from telephone users — many of them customers. However, some customers still don't know our new number. Please acquaint them with "988-2111".



Alex Kapitany, electrical foreman, left, Len Hawkins and Adam Czarny were among the Eaton electricians who worked behind the scenes in preparation for the Centrex cutover Feb. 24. For the Centrex system, company electricians installed 4,000 feet of ducts and 12,000 feet of conduit in the Winnipeg store and catalogue.



In preparation for the Centrex cutover, Frank Serreti, Eaton electrician, checks a circuit in the Centrex console room, Catalogue Building.



A few days prior to the Centrex cutover, Janet Hanson, Polo Park staff trainer, instructed some 250 people on the telephone techniques connected with the new system.



Company and Manitoba Telephone System officials attended a gathering to commemorate the introduction of Centrex. From left to right are J. F. Mills, General Manager, Manitoba Telephone System, R. W. Peck, General Manager, Winnipeg Area, and Isabel Wilton, Chief Operator

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## EXECUTIVE APPOINTMENTS

The second phase of the Company realignment of executive personnel has now been completed and the following executives will now be guiding the affairs of the Company's Eastern and Western Operations.

Reporting to J. W. Eaton, Group Vice-President, Eastern Operations are the following executives:

General Manager, Atlantic Provinces, Catalogue, W. R. Lockwood; General Manager, Montreal Area and Atlantic Provinces Stores, W. Gilmour; Merchandise Manager, Montreal Area, T. C. Millar; Management Services Manager, Montreal Area, I. F. Gilbert; Operating Manager, Montreal Area, E. F. Lyons; Personnel Manager, Montreal Area, L. R. Daoust; General Manager, Central Catalogue, W. R. Wilson; General Manager, Toronto Area, L. C. Pearsall; Merchandise Manager, Toronto Area, E. B. Walls; Management Services Manager, Toronto Area, (to be announced);

Operating Manager, Toronto Area, W. A. Landrum; Personnel Manager, Toronto Area, J. Paul, and General Manager, Ontario Stores, B. J. Housez.

Reporting to D. S. McGiverin, Group Vice-President, Western Operations are the following:

General Manager, Western Catalogue, F. G. Muirhead; General Manager, Winnipeg Area, R. W. Peck; Merchandise Manager, Winnipeg Area, J. E. Church; Management Services Manager, Winnipeg Area, J. R. Neal; Personnel and Operating Manager, Winnipeg Area, W. H. Evans; General Manager, Western Stores, N. R. Franklin; Vice-President, Pacific Stores, F. E. West; General Manager, Vancouver Area, D. J. Hudson; Merchandise Manager, Vancouver Area, N. M. Gray; Management Services Manager, Vancouver Area, L. A. D. Battrum, and Personnel and Operating Manager, Vancouver Area, N. P. Morley.

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## WESTERN DIVISION APPOINTMENTS

### WINNIPEG

Mr. N. Ruzesky, Employment Manager.

Miss M. J. Perry, Wage Administration Manager.

Mr. T. J. Graham, Personnel Manager, Service Building.

Mr. I. L. McLean, Staff Training Manager.

Mr. D. B. McKenzie, Catalogue Personnel Manager.

Mr. K. E. Von Platen, C.S.O. Operations Manager.

Mr. K. R. Perry, Management Services Project Supervisor.

### SASKATOON

Mr. D. T. Vopni, Personnel Manager.

### REGINA

Mr. M. J. Wainwright, Personnel Manager.

Mr. G. H. D. Smith, Sales Manager, 256/260.

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## PEOPLE

Second year university student Donna Hayowsky, Shoe department, Polo Park, was crowned Power Prom Queen.

\* \* \*

Polo Park Store Manager B. B. Westcott won the men's doubles event at the Winnipeg and District badminton tournament held at the Wildewood Club.

\* \* \*

Angela Pelda, Polo Park, recently

successfully completed two courses: A St. John ambulance first aid course and a retail management course, sponsored by the Manitoba Department of Education.

\* \* \*

Ron O'Staff, Men's Furnishings, Polo Park, co-directed the Interfaith Harmony Theatre's production of "I Remember Mama" the St. Boniface Cultural Centre. Mr. O'Staff,

Staff, a first year university student, is the son of George O'Staff, Catalogue Merchandise Control.

\* \* \*

Two members of the Tisdale store staff are making good use of their spare time. Vera Delage is currently taking a Grade XII Social Studies course at night, while Jessie Sims is a member of a 24-voice, all-ladies choir that is slated to appear on television.



# SERVICE ANNIVERSARIES

## 40 Years



Mr. H. Lake, Winnipeg Sporting Goods, February 18.



Mr. A. Black, Winnipeg, Parcel Delivery, March 11.



Miss A. G. Comack, Winnipeg, Foodateria, March 25.



Mr. S. Sutter, Winnipeg, Fire Inspection, March 30.

## 25 Years



Mrs. Anne Didur, Winnipeg Women's Clothing Alterations, February 11.



Miss Helen W. Pauls, Winnipeg, Patterns, February 16.



Miss Frances L. Spice, Winnipeg, Assembly and Shipping, March 2.



Mr. James Carlisle, Winnipeg Assembly and Shipping, March 8.



Miss Angela Treger, Winnipeg Lower Priced Store Office, March 14.



Mr. R. G. Murray, Winnipeg Cameras, March 23.



Mr. Michael Semo-tiuk, Winnipeg Furniture Finishing, March 24.



Miss Olva Collister, Brandon Customer Credit Office, March 30.

# CONTACTS

A  
MONTHLY  
PUBLICATION  
FOR  
EATON  
STAFF  
MEMBERS

VOLUME 4  
NUMBER 12  
SPRING 1969

During March two men and one woman will celebrate 40 years and ten women and four men will celebrate 25 years.

In addition to those in the photographs are: Miss Natalie Kurdydyk, Wages Office, March 1; Mrs. Margaret Carstens, Order Filling 41M, March 2; Miss Ann Mulligan, Order Filling 37M, March 4; Miss Elizabeth Hebb, Customs Office, March 8; Miss Olive M. Thompson, Assembly & Shipping, March 9; Mr. Peter Pendyk, Assembly & Shipping, March 15; Miss Margaret M. Stanley, Assembly & Shipping, March 22; Mrs. K. Lepper, Port Arthur Footwear, March 24; — 25 years.

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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John Contant . . . . . Saskatoon  
Annette D'Angelo . . . . . Port Arthur  
Ruby Fraser . . . . . Winnipeg Service  
Building  
Lillian Galvin . . . . . Regina  
Arnett Laughlin . . . . . Moose Jaw  
Ian Ross . . . . . Winnipeg Catalogue  
Eve Wood . . . . . Polo Park

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# KINSMEN CENTRE

FOR THE HANDICAPPED

325

KINSMEN CENTRE FOR  
THE HANDICAPPED

SOCIETY FOR CRIPPLED  
CHILDREN AND ADULTS  
CANADIAN SOCIETY  
OF RETARDED CHILDREN  
CANADIAN AND  
RETARDED ADULTS  
MULTIPLE SCLEROSIS  
SOCIETY OF CANADA  
CANADIAN DEAF  
RECREATION SOCIETY



## Eatonians Make Good Neighbours Larry May

Fulfilling the "Community's greatest need" is such a meaningful phrase to Larry May that he spends much of his spare time working on Kinsmen Club projects. As vice-president of Kinsmen in Winnipeg, Mr. May helps direct the club's team efforts to raise funds for worthy services the organization considers are of paramount importance to the community's wellbeing. Through their leadership the club has raised funds for the building of a school for retarded children and the Manitoba headquarters for the Society of Crippled Children and Adults.

Larry May, a sales manager in children's wear, is a second generation Kinsmen. His father was a charter member of the North Battleford Kinsmen club along with a young lawyer with political ambitions named John Diefenbaker. Another family member in the organization's auxiliary body is Larry's wife Merle Ann, who belongs to the Kinettes.

Members of the Association of Kinsmen Clubs are young business and professional men, between the ages of 21 and 40, who enjoy the fellowship of membership in the group and give leadership to the betterment of their communities and many forms of worthwhile service.